

REP HEADLINE# 6275053 TRF# 326555 REP: TEL# 215-564-1206 FAX# 215 564 1103  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG14/12 10.5  
 \*\*\* WPXI-TV \*\*\* \*\*CHANGES\*\*

ADV # 015776 ADV. NAME POLI/T SMITH/R/SEN/PA REP.# OFF.# 18 SALESMAN #  
 AGY # 2056 AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID  
 201 N. UNION STREET, SUITE 200 SALES PRSN WA- CHERYL BLAIR  
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6275053 CLASS: NATL. LOCAL REGIONAL  
 PRDCT SMITH :30 8/14 EST#196 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES AUG14/12 AUG20/12 WK-1  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 10.51

REP: TO JEN  
 FR CHERYL  
 ADDED LINES PER BUYER...PLEASE MAKE SURE ADDED SPOTS AIR ON DIFFERENT DAYS  
 THEN ORIGINAL  
 RVSD TTL \$27,875 (+\$7200)  
 PLS CNF THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	A		1100P-1130P	30		\$1,250.00	8/14	8/20	3		TU-F,M	3
PROGRAM : LATE NEWS RA35+ : 5.0 CON COM1: LATE NEWS												
13	A		700A-900A	30		\$525.00	8/14	8/20	4		TU-F,M	4
PROGRAM : TODAY SHOW RA35+ : 4.0 ORD COM1: ADD CON COM1: TODAY SHOW												

AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 15  
 AGENCY EST# = 196

8/15-8/16  
 8/20  
 8/15-8/17  
 8/20

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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
14	A		1100P-1130P	30		\$1,400.00	8/19	8/19	1		SUN	1

PROGRAM : LATE NEWS  
 RA35+ : 5.3  
 ORD COM1: ADD  
 CON COM1: LATE NEWS  
*11-1135P 1316+2600 News*

AUG/12    27875.00    CONTRACT TOTAL    27875.00  
 TOTAL SPOTS    44

MARKET TOTALS \$68,750    WPXI 30%    KDKA 34%    WTAE 36%    WPGH 0%    CABL 0%    WPCW 0%    WPMY 0%  
 SHARES EST  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE